



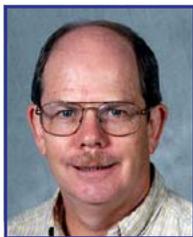
CHAPTER TWENTY NEWS

society of broadcast engineers
pittsburgh chapter

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REFLECTIONS ON A 35TH YEAR AT NAB

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A clear message was sent buy those attending NAB and those that didn't - keep moving on workflow management solutions and refine your products to make our lives easier, more efficient and less costly. Previous NABs saw foundations for connectivity and file exchange being poured into new forms; the concepts that became test beds for products to solve real problems. The trouble was last year nobody had any money and nobody attended.

This year 95-thousand plus attendees saw those tool sets now integrated into workflow, MAM and associated server/storage technologies in an attempt to ratify the message "do more with less". Companies like Omnibus and Pharos merged with their counterparts, refining previous products and adding synergistic value to the combined companies' solutions. Users can now pick a single company end-to-end solution that is price conscious, reliable and innovative. However, vendors still need to get it right, deliver what they promise, and make good on their previous claims — no easy task and only time will tell if these solutions remain successful.

NAB also debuted file systems for digital tape archives. Fueled in part by perceived videotape availability and an explosion in data storage requirements, users now determine which medium they place their assets on for the long term. Companies showed 'video' recordings directly to LTO-5 with its new Linear Tape File System (LTFS) capabilities, and transfers from SxS/P2 memory cards direct to archive. Next-generation recorders still lack interoperability but developing standards, such as AXF and the efforts of the Framework for Interoperable Media Service booth will help. FIMS takes off where MXF-AS versioning began, addressing interoperability beyond just file interchange. AXF is a working group within SMPTE aimed at archive interchange standardization.

OLED monitors are here for evaluation and utility applications. In the back room, Sony showed a 4K OLED prototype and Wohler built OLEDs into the buttons on a single router. Gorgeous new images from half-inch square to 42-inch diagonal.

Finally, if you didn't see 3D around every corner, you weren't on Paradise Road in Las Vegas. It was unbelievable how many solutions from all corners of the globe came to show off tripods, SteadyCam-like stabilizers, remote controls, lighting, mirror systems, control systems, monitoring, quality control, analysis, fashion-glasses and the list goes on. And if the 3D business model isn't satisfied, expect to see 30% more space in the back halls next year, guaranteed!



The Ennes Workshop is coming in June. Rick Ervin was one of our volunteers. As you know, Rick died of a heart attack recently. Rick was a really great guy and we will miss him.

We will need a couple more volunteers to work with Greg Abel on contacting local TV stations in PA, WV and OH. If you can help, please let me know – john.humphrey@digitaltelevisionolutions.com

However, everyone in the SBE can help by keeping this important event in their minds and when an opportunity arises in a conversation, make sure you remind others of this all-day workshop. The date is June 7th at WPXI.

More details are available at the Chapter web site: <http://www.sbe20.org>

The Annual NAB Review

meeting is scheduled for
May 12th at 6:30
at WQED.

Karl Paulsen, John Luff, Paul Byers, Tom McDonough and others will present the best of the NAB and industry directions.

The Pittsburgh Ennis Workshop

is scheduled for
June 7th from 9 A.M. to 5 P.M.
at WPXI.

See <http://www.sbe20.org> for See <http://www.sbe20.org> for agenda and registration agenda and registration



Chairman's Corner

Keeping some Momentum

John Luff
SBE Chapter 20 Chairman
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It has been more than a year since I agreed to stand for election as Chairman of Chapter 20. In the intervening months we have made progress in fits and starts, in no small measure due to the dedication and hard work of a small core of members. In particular I would like to single out John Humphrey and Karl Paulsen, without whose efforts we would have certainly had fewer meetings, and with less "substance." Of late, due to pressures from my business, I have been a bit absent myself, but am looking forward to a slower work schedule beginning next quarter. That will allow me to be more fully engaged in helping to move us forward at a faster clip.

We have the upcoming Ennes Workshop to look forward to in June. This educational seminar, in the format of a series of papers presented in a full day, is always well received. In some ways it echoes the Regional Conference we had for so many years. I have heard from a number of people that they would like to bring back the annual local event, so here is your chance to have an effect. If you would support a regional convention and conference please attend the Ennes Workshop, which will be held on June 7th at WPXI. If attendance falls short, the cost will be the Chapter's responsibility, so I ask for your personal

support. Full details are elsewhere in this newsletter.

As always, I am anxious to have program ideas from all comers. We are striving to avoid vendor "sales pitches," but rather encourage a topic-based approach. With your great program ideas in hand we will find the right speakers and put together worthwhile events. You can drop me an email at john.luff@HDCConsulting.tv. Be sure to join us on May 12th for the NAB Wrapup meeting. I am sure you'll find out about some exciting industry developments.

Lastly I would like to acknowledge the closure of AZCAR in the last month. There are a number of highly qualified folks looking for work. If you might need some assistance drop a line to the SBE20 Yahoo group explaining what you are looking for and I am sure you will hear from people anxious to help you fill a hole. Email to SBE20@yahoogroups.com.

**2011 SBE Membership Drive
going on now!**



Win prizes for recruiting

**2011 SBE Membership Drive
going on now!**



Win prizes for recruiting

SBE's annual Membership Drive, with the theme, "Raising the Bar," continues through May 31.

Help grow SBE's membership by sponsoring a new member.

For every new member that you sponsor, your name will be entered in the membership drive prize drawing. You will receive five entries for every Sustaining Member that you sponsor. You will also receive five dollars off your 2012 membership renewal for each new member you recruit (up to \$25), which means everyone is a winner!

This year will also see the return of the Golden Recruiter award. This award will be given to the top two chapters who have the highest percentage of current SBE members participating in the drive.

New Chapter Secretary

Effective immediately, Bill Bennett has replaced Sean Ryan as the SBE Chapter 20 secretary. I would like to thank Sean for his several years of excellent service as



secretary to the SBE Pittsburgh chapter. This mid-term appointment is due to Sean's job responsibilities that have made it increasingly difficult for him to make the meetings.

Bill Bennett is an independent producer of training and communication videos, provider of freelance broadcast technical services, and consultant on emerging media and business development. He manages host broadcast engineering services for a division of the International Olympic Committee at each Olympics, and other events. Previously, he was an executive producer and new media business development executive at QVC, and got his start at WJR Radio in Detroit. He also spent a few years running a laser display production company where he designed and built the projection and control systems and produced the shows. Having been secretary of an international laser display technical committee and a Pittsburgh-area volunteer fire department, he hopes to serve the SBE chapter competently.

Last Meeting Photos



WPXI was almost packed out.



Rich



Mark Rushton



Karl



Mark Aitken

Rick Ervin

I am sorry to report to all that Rick Ervin, formerly an employee of AZCAR in Canonsburg, and most recently the Chief Engineer of Sinclair's WSYX in Columbus Ohio, passed away after a massive heart attack suffered as he arrived at work on May 3rd. Though the paramedics tried to save him on the way to the hospital, he was pronounced dead on arrival.

Rick was a personal friend of mine, as well many of you, and will be missed by our broadcast community. He was the consummate broadcast engineer in every respect. He was expert on transmission systems of all types (high power and low power transmitters, microwave, coverage calculations...) as well as studio systems. His expertise in broadcast workflow and automation was complete. He was intimately involved in planning systems for all Sinclair stations, and was the former chief engineer of an Acme Broadcasting station in Salt Lake City. While at Acme he planned all of the group's transmitter installations.

As a person Rick was singularly easy to like. Always in good humor even in less than pleasant situations, he found ways to laugh hard every day. We will all miss him, and I hope we all try to emulate his serious approach to his profession and collegiality.

John Luff



Last Meeting Mobile/ Handheld video

by Sean Ryan
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Our Mobile/Handheld video meeting was held March 29 at the WPXI Community Room. Twenty-five members (4 noting certification) and three guests joined for a “show and tell” of some mobile / handheld television products.

We began with a short business meeting reminding us all that the June 7 Ennes Workshop is right around the corner and we are the host chapter this time. Check the Yahoo Group page for the most up-to-date details.

There was also a brief recap of the ongoing status of the Digital File Summit.

The meeting presentations by Mark Aitken, Karl Paulsen, Mark Rushton, and Richard Schwartz all gave an in-depth and informative view of the technology and advances in mobile / handheld broadcast reception and the means in which we the broadcasters must adapt to deliver it. Multiple presenters leads to a longer meeting, but affords the luxury of content from many different angles.

We are certainly in an exciting time for the Broadcast Industry seeing the analog to digital conversion, HDTV literally changing the landscape of TV (aspect ratio, that is), and now watching from the front row as mobile devices emerge with the quality and reliability that we expect as engineers.

On a closing note, I have enjoyed my time as Chapter 20 Secretary and wish Bill Bennet the best of luck and full support as he takes over for me.



Provoking Thought

by Bill Bennett
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Videographer and Consultant
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Panic!

No, that’s not what I thought when John asked me to write for the SBE20 newsletter (well... kinda was). But on May 3rd, 2011, Nielsen reported that for the first time since 1992, homes with TV’s declined to 96.7 percent from 98.9 percent (<http://goo.gl/jQ7WN>). That makes some folks panic.

Long ago Dr. John Malone said “Content is King”. That’s been my mantra ever since. Now the consumer really knows it, and they’re making changes.

In the face of ever quickening disruptive change in both content and distribution methodologies, the viewer / consumer has so many more options for content, but how can you capitalize on that? Sure mobile TV is a strong suit, but being “taken off-air” by a flimsy antenna on a mobile phone won’t help grow an audience. Access to rich and diverse content must be seamless and effortless. Like people who don’t vote only because the polling station is a few blocks out of their normal commute — consumers are becoming “lazier” (not an insult). They like simplicity, and choice.

Over-the-air excels at one-to-many, but not personalization. So local sports and really breaking news is good. But given the myriad on-demand and live-capable devices, with only the TV and a few mobile DTV handhelds being the OTA receiver, how do you get people to sit down and watch live TV when they can get more and more via the Internet, Netflix and Amazon, iPads and game consoles? Sure DVR’s are making it easier for the busy disposable-income / advertiser-friendly demographic to watch on the big screen OTA (but they’re skipping the ads), and interactive television programs are making it easier to interact via the big screen (but those Web-like interfaces don’t generally show ads from you). Still, there will always be people who want real live TV so they can Facebook the experience in sync with their friends. But are those enough eyeballs?

A growing population is “cutting the cord” and those eyeballs may not return to OTA (I’ve considered it... but need my Pens and Steelers). Panic some more.

Beyond sports and news, and to the extent legal agreements allow, consider helping your content folks put everything they make online for the desktop, smartphone, tablet, automotive telematic and various living room streaming devices (live, and via a deep and easily searchable on-demand library). Make it highly personalized in every way. Play a little. Then the marketing teams need to tell the neighbors “Hey - remember us — we matter!”. Even the tower will still matter... just not as much.

Now panic.



FCC Update

SMPTE

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WHITE PLAINS, N.Y.—(BUSINESS WIRE)—As the Federal Communications Commission (FCC) prepares to adopt rules to ensure individuals with disabilities can fully utilize and enjoy Internet-delivered video content, the **Society of Motion Picture and Television Engineers (SMPTE)** today announced that it would make its standard for closed-captioning of online video content (known as SMPTE Timed Text and by the designation SMPTE 2052) available free of charge. SMPTE is the worldwide leader in motion-imaging standards and education for the communications, media, and entertainment industries.

“SMPTE Timed Text enables broadcasters to expand the use of their existing TV captions into the online media space, while ensuring the preservation of their integrity. Its use will permit the industry to more rapidly migrate programming with captions to the Web and ensure that all consumers’ online experiences will be at least as rich as they enjoy on TV today,” said Clyde Smith, Senior VP, Global Broadcast Technology, Turner Entertainment Networks and SMPTE Fellow. “We applaud SMPTE for making the SMPTE 2052 documents freely available, as we believe that this step will aid greatly in removing current online media accessibility barriers for those who have special needs.”

The SMPTE standard materials are available for download at <http://www.smpte.org/standards/st2052-0-2010.pdf> and <http://www.smpte.org/standards/st2052-1-2010.pdf>. An FAQ about the standard and its use is available at http://www.smpte.org/standards/FAQ_2052_SMPTE-TT.pdf.

COAT Praises SMPTE Accessibility Efforts

The decision by SMPTE to make its captioning standard available free of charge has drawn praise from the Coalition of Organizations for Accessible Technology (COAT), which advocates for people with disabilities and is providing input on the implementation of the 21st Century Communications and Video Accessibility Act (CVAA) to ensure accessibility, usability, and affordability of broadband, wireless, and Internet technologies for people with disabilities.

The COAT Steering Committee today issued the following statement in support of SMPTE: “COAT applauds and thanks SMPTE for making publicly available a standard for captioning interoperability between broadcast TV and broadband video programming. COAT encourages all in the captioning industry to follow SMPTE’s well-timed decision to release this openly as rules are pending from the FCC on this form of accessibility.”

The Steering Committee Organization Members of COAT are the American Association of People with Disabilities (AAPD), American Council of the Blind (ACB), American Foundation for the Blind (AFB), Communication Service for the Deaf (CSD), and National Association of the Deaf (NAD). More information about COAT and accessible technology are available at <http://www.coataccess.org>.

“People with hearing loss often depend on captions to view video programming,” said Brenda Battat, Executive Director of Hearing Loss Association of America. “As more and more video programming reaches the Internet, it’s hugely important to ensure that standards are in place allowing captioning to be viewed online. By making this standard publicly available, SMPTE has taken a positive step forward that we hope will result in more captioned video content online.”

Release of SMPTE Standard Well Timed

This announcement comes as the FCC is readying rules for online captions under the CVAA, which is described by COAT as “the most significant piece of accessibility legislation since the passage of the Americans with Disabilities Act in 1990.” Among its provisions, the CVAA requires the captioning of previously shown TV programs when they are made available on the Internet.

According to the U.S. Census Bureau, 54.4 million people reported some level of disability and 35 million reported a severe disability in 2005. “This is an underserved audience that simply wants to enjoy the same kind of online and Web-enabled programming as the rest of us,” said Jenifer Simpson, Senior Director for Government Affairs at the American Association of People with Disabilities. “A freely available SMPTE standard will accelerate availability of captioned video content online, benefitting all of us who use captions.”

Chapter Twenty News
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New ION Station (Ch16) Needs Chief Engineer

Job Title: Broadcast Engineer: Broadcast Chief Engineer

Location: Pittsburgh, PA

Job Description:

Job Duties and Responsibilities:

- * Able to manage and maintain complex integrated systems with minimum supervision.
- * Knowledge of FCC rules and regulations, applicable electrical, mechanical, structural and civil engineering methods helpful.
- * Practical knowledge of electrical, plumbing, HVAC and basic construction techniques helpful.
- * Maintenance and repair of all technical equipment in studio and transmitter facilities/towers, satellite downlink and microwave transmission systems. RF engineering knowledge a plus.
- * Design and construction of new engineering projects as directed by Corporate Engineering and project management.
- * Development, preparation, timely submission for approval and implementation of capital budgets/projects.
- * Assist Regional Director of Engineering in development, preparation and implementation of operating budget and control of operating expenditures.
- * Preparation and timely delivery of required status information and reports.
- * Must be able to troubleshoot, diagnose and handle the tools necessary to repair studio/post production equipment.
- * Must be able to effectively present information and respond to questions from managers, clients, customers and general public.
- * Must have solid working knowledge of Apple computers, OSX and related software
- * Must have solid working knowledge of PCs, networks, routers, MS operating systems and application software such as Word and Excel.

Experience/Skills Required:

- * Candidates must have 3+ years experience maintaining modern broadcast equipment.
- * FCC license or SBE certification a plus.
- * Must have strong maintenance, organizational, computer and people skills.
- * Must be able to travel, bend, lift and carry up to a maximum of 70 pounds, climb on step-stools, ladders

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